

## ORDER



**Orders**  
**Order / Rev:** 698774  
**Alt Order #:** 06224556  
**Product Desc:** CROSSROADS GPS  
**Estimate:** 1007  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:** John Flynn  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A25-54  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/28/12 | 65      | \$104,475.00 | \$88,803.75 |
| 10/29/12   | 10/29/12 | 14      | \$22,600.00  | \$19,210.00 |

## Totals

| Month         | # Spots   | Gross Amount        | Net Amount          | Rating      |
|---------------|-----------|---------------------|---------------------|-------------|
| October 2012  | 65        | \$104,475.00        | \$88,803.75         | 0.00        |
| November 2012 | 14        | \$22,600.00         | \$19,210.00         | 0.00        |
| <b>Totals</b> | <b>79</b> | <b>\$127,075.00</b> | <b>\$108,013.75</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer        |              |              | Start Of Order - End Of Order | 100%    |

| Ln  | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time    | Days        | Len | Spots       | Rate       | Pri | Rtg           | Type | Spots | Amount      |
|-----|------|-------------------|-----------------|--|-------|-------------------|-------------|-----|-------------|------------|-----|---------------|------|-------|-------------|
| N 1 | WKYC | 10/23/12          | 10/26/12        | M-F 6-7a<br>Channel 3 News Today @ 6AM | CM    | 6a-7a             | - TWTF - -  | :30 | 8           | \$1,200.00 | P-5 | 0.00          | NM   | 8     | \$9,600.00  |
|     |      | 1 X PER DAY       |                 |  |       |                   |             |     |             |            |     |               |      |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |             |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|     |      | Week: 10/22/12    | 10/28/12        | - TWTF - -                             |       | 8                 |             |     | \$1,200.00  |            |     | 0.00          |      |       |             |
| N 2 | WKYC | 10/23/12          | 10/25/12        | M-F 7-9a Today<br>Today Show           | CM    | 7a-9a             | - T- T- - - | :30 | 2           | \$1,800.00 | P-5 | 0.00          | NM   | 2     | \$3,600.00  |
|     |      | 2 X PER DAY       |                 |  |       |                   |             |     |             |            |     |               |      |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |             |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|     |      | Week: 10/22/12    | 10/28/12        | - T- T- - -                            |       | 2                 |             |     | \$1,800.00  |            |     | 0.00          |      |       |             |
| N 3 | WKYC | 10/23/12          | 10/26/12        | M-F 9-10a Today II<br>Today Show II    | CM    | 9a-10a            | - TWTF - -  | :30 | 8           | \$800.00   | P-5 | 0.00          | NM   | 8     | \$6,400.00  |
|     |      | 1 X PER DAY       |                 |  |       |                   |             |     |             |            |     |               |      |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |             |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|     |      | Week: 10/22/12    | 10/28/12        | - TWTF - -                             |       | 8                 |             |     | \$800.00    |            |     | 0.00          |      |       |             |
| N 5 | WKYC | 10/23/12          | 10/26/12        | M-F 5-6p<br>Dr. Phil                   | CM    | 5p-6p             | - TWTF - -  | :30 | 8           | \$1,400.00 | P-5 | 0.00          | NM   | 8     | \$11,200.00 |
|     |      | 2 X PER DAY       |                 |  |       |                   |             |     |             |            |     |               |      |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |             |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|     |      | Week: 10/22/12    | 10/28/12        | - TWTF - -                             |       | 8                 |             |     | \$1,400.00  |            |     | 0.00          |      |       |             |
| N 6 | WKYC | 10/23/12          | 10/26/12        | M-F 6-630p<br>Channel 3 News at 6p     | CM    | 6p-630p           | - TWTF - -  | :30 | 4           | \$2,500.00 | P-5 | 0.00          | NM   | 4     | \$10,000.00 |
|     |      | 1 X PER DAY       |                 |  |       |                   |             |     |             |            |     |               |      |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |             |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |

Order / Rev: 698774  
Alt Order #: 06224556  
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Crossroads GPS  
Product Desc: CROSSROADS GPS  
Estimate: 1007  
**WKYC**

| Ln                 | Ch        | Start             | End             | Inventory Code   | Break                 | Start/End Time                     | Days                                     | Len           | Spots                   | Rate       | Pri         | Rtg  | Type | Spots | Amount      |
|--------------------|-----------|-------------------|-----------------|--|-----------------------|------------------------------------|--|---------------|-------------------------|------------|-------------|------|------|-------|-------------|
| N 6                | WKYC      | 10/23/12          | 10/26/12        | M-F 6-630p<br>Channel 3 News at 6p                     | CM                    | 6p-630p                            | - TWTF--                                 | :30           | 4                       | \$2,500.00 | P-5         | 0.00 | NM   | 4     | \$10,000.00 |
| 1 X PER DAY        |           |                   |                 |  |                       |                                    |  |               |                         |            |             |      |      |       |             |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/22/12          | 10/28/12        | - TWTF--   | 4                     |                                    | \$2,500.00                               |               | 0.00                    |            |             |      |      |       |             |
| N 7                | WKYC      | 10/23/12          | 10/26/12        | Nightly News<br>Nightly News                           | CM                    | M-Su 6:28p-7p                      | - TWTF--                                 | :30           | 4                       | \$3,500.00 | P-5         | 0.00 | NM   | 4     | \$14,000.00 |
| 1 X PER DAY        |           |                   |                 |  |                       |                                    |  |               |                         |            |             |      |      |       |             |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/22/12          | 10/28/12        | - TWTF--   | 4                     |                                    | \$3,500.00                               |               | 0.00                    |            |             |      |      |       |             |
| N 8                | WKYC      | 10/23/12          | 10/26/12        | M-F 730-8p<br>Entertainment Tonight                    | CM                    | 730-8p                             | - TWTF--                                 | :30           | 4                       | \$1,600.00 | P-5         | 0.00 | NM   | 4     | \$6,400.00  |
| 1 X PER DAY        |           |                   |                 |  |                       |                                    |  |               |                         |            |             |      |      |       |             |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/22/12          | 10/28/12        | - TWTF--   | 4                     |                                    | \$1,600.00                               |               | 0.00                    |            |             |      |      |       |             |
| <u>Spot</u>        | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                                     | <u>Start/End Time</u> |                                    | <u>Weekdays</u>                          | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u> | <u>Type</u> |      |      |       |             |
| 2                  | NKYC      | 10/22/12-10/28/12 |                 | M-F 730-8p   | 730-8p                |                                    | - TWThF----                              | :30           | <del>(\$1,600.00)</del> | 0.00       | NM          |      |      |       |             |
| See MG 8.5         |           |                   |                 |  |                       |                                    |  |               |                         |            |             |      |      |       |             |
| [Prgm Change]      |           |                   |                 |  |                       |                                    |  |               |                         |            |             |      |      |       |             |
| 5                  | NKYC      | 10/25/12-10/25/12 |                 | M-F 730-8p   | 730-8p                |                                    | (7:59 PM-7:59 PM) - - - - - Th - - - - - | :30           | \$1,600.00              | 0.00       | NM          |      |      |       |             |
| Ⓜ MG for 8.2 10/25 |           |                   |                 |  |                       |                                    |  |               |                         |            |             |      |      |       |             |
| N 9                | WKYC      | 10/23/12          | 10/26/12        | Tonight Show<br>Tonight Show                           | CM                    | 1135p-1237a<br>(11:35 PM-12:35 XM) | - TWTF--                                 | :30           | 8                       | \$1,200.00 | P-5         | 0.00 | NM   | 8     | \$9,600.00  |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/22/12          | 10/28/12        | - TWTF--   | 8                     |                                    | \$1,200.00                               |               | 0.00                    |            |             |      |      |       |             |
| N 13               | WKYC      | 10/23/12          | 10/27/12        | LN (M-Su)<br>Late News (M-Su)                          | CM                    | 11P-1135P                          | - TWTF--                                 | :30           | 6                       | \$2,400.00 | P-5         | 0.00 | NM   | 6     | \$14,400.00 |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/22/12          | 10/28/12        | - TWTF--   | 6                     |                                    | \$2,400.00                               |               | 0.00                    |            |             |      |      |       |             |
| N 14               | WKYC      | 10/27/12          | 10/28/12        | SS 9-1030a<br>Channel 3 News 9am Sa/Su                 | CM                    | 9a-1030a Sa/Su                     | -----SS                                  | :30           | 4                       | \$1,200.00 | P-5         | 0.00 | NM   | 4     | \$4,800.00  |
| 2 X PER DAY        |           |                   |                 |  |                       |                                    |  |               |                         |            |             |      |      |       |             |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/22/12          | 10/28/12        | -----SS  | 4                     |                                    | \$1,200.00                               |               | 0.00                    |            |             |      |      |       |             |
| N 15               | WKYC      | 10/27/12          | 10/28/12        | EN (Sa-Su)<br>Early News (Sa-Su)                       | CM                    | 6P-7P Sa/Su<br>(6:00 PM-6:30 PM)   | -----SS                                  | :30           | 2                       | \$2,500.00 | P-5         | 0.00 | NM   | 2     | \$5,000.00  |
| 1 X PER DAY        |           |                   |                 |  |                       |                                    |  |               |                         |            |             |      |      |       |             |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/22/12          | 10/28/12        | -----SS  | 2                     |                                    | \$2,500.00                               |               | 0.00                    |            |             |      |      |       |             |
| N 16               | WKYC      | 10/28/12          | 10/28/12        | SUN TDY<br>NBC Today Show (Su)                         | CM                    | 8a-9a                              | -----S                                   | :30           | 2                       | \$1,600.00 | P-5         | 0.00 | NM   | 2     | \$3,200.00  |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/22/12          | 10/28/12        | -----S   | 2                     |                                    | \$1,600.00                               |               | 0.00                    |            |             |      |      |       |             |
| N 17               | WKYC      | 10/28/12          | 10/28/12        | Su 12-1230p<br>Channel 3 News at Noon Su               | CM                    | 12-1230p /Su                       | -----S                                   | :30           | 1                       | \$875.00   | P-5         | 0.00 | NM   | 1     | \$875.00    |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/22/12          | 10/28/12        | -----S   | 1                     |                                    | \$875.00                                 |               | 0.00                    |            |             |      |      |       |             |
| N 18               | WKYC      | 10/28/12          | 10/28/12        | Football Night in America<br>Football Night In America | CM                    | Various                            | -----S                                   | :30           | 1                       | \$4,000.00 | P-5         | 0.00 | NM   | 1     | \$4,000.00  |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/22/12          | 10/28/12        | -----S   | 1                     |                                    | \$4,000.00                               |               | 0.00                    |            |             |      |      |       |             |
| N 19               | WKYC      | 10/29/12          | 10/29/12        | M-F 6-7a<br>Channel 3 News Today @ 6AM                 | CM                    | 6a-7a                              | M-----                                   | :30           | 2                       | \$1,200.00 | P-5         | 0.00 | NM   | 2     | \$2,400.00  |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/29/12          | 11/04/12        | M-----   | 2                     |                                    | \$1,200.00                               |               | 0.00                    |            |             |      |      |       |             |
| N 20               | WKYC      | 10/29/12          | 10/29/12        | M-F 7-9a Today<br>Today Show                           | CM                    | 7a-9a                              | M-----                                   | :30           | 1                       | \$1,800.00 | P-5         | 0.00 | NM   | 1     | \$1,800.00  |
|                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u>     |                                    | <u>Rate</u>                              |               | <u>Rating</u>           |            |             |      |      |       |             |
| Week:              |           | 10/29/12          | 11/04/12        | M-----   | 1                     |                                    | \$1,800.00                               |               | 0.00                    |            |             |      |      |       |             |
| N 21               | WKYC      | 10/29/12          | 10/29/12        |  | CM                    | 9a-10a                             | M-----                                   | :30           | 2                       | \$800.00   | P-5         | 0.00 | NM   | 2     | \$1,600.00  |

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Alt Order #: 06224556  
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Crossroads GPS  
Product Desc: CROSSROADS GPS  
Estimate: 1007

WKYC

| Ln                    | Ch   | Start             | End             | Inventory Code      | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount       |
|-----------------------|------|-------------------|-----------------|---------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|--------------|
| M-F 9-10a Today II    |      |                   |                 |                     |       |                |         |     |                   |             |     |               |        |       |              |
| Today Show II         |      |                   |                 |                     |       |                |         |     |                   |             |     |               |        |       |              |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
| Week: 10/29/12        |      | 10/29/12          | 11/04/12        | M-----              |       |                |         |     | 2                 | \$800.00    |     | 0.00          |        |       |              |
| N23                   | WKYC | 10/29/12          | 10/29/12        | M-F 5-6p            | CM    | 5p-6p          | M-----  | :30 | 2                 | \$1,400.00  | P-5 | 0.00          | NM     | 2     | \$2,800.00   |
| Dr. Phil              |      |                   |                 |                     |       |                |         |     |                   |             |     |               |        |       |              |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
| Week: 10/29/12        |      | 10/29/12          | 11/04/12        | M-----              |       |                |         |     | 2                 | \$1,400.00  |     | 0.00          |        |       |              |
| N24                   | WKYC | 10/29/12          | 10/29/12        | M-F 6-630p          | CM    | 6p-630p        | M-----  | :30 | 1                 | \$2,500.00  | P-5 | 0.00          | NM     | 1     | \$2,500.00   |
| Channel 3 News at 6p  |      |                   |                 |                     |       |                |         |     |                   |             |     |               |        |       |              |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
| Week: 10/29/12        |      | 10/29/12          | 11/04/12        | M-----              |       |                |         |     | 1                 | \$2,500.00  |     | 0.00          |        |       |              |
| N25                   | WKYC | 10/29/12          | 10/29/12        | Nightly News        | CM    | M-Su 6:28p-7p  | M-----  | :30 | 1                 | \$3,500.00  | P-5 | 0.00          | NM     | 1     | \$3,500.00   |
| Nightly News          |      |                   |                 |                     |       |                |         |     |                   |             |     |               |        |       |              |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
| Week: 10/29/12        |      | 10/29/12          | 11/04/12        | M-----              |       |                |         |     | 1                 | \$3,500.00  |     | 0.00          |        |       |              |
| N26                   | WKYC | 10/29/12          | 10/29/12        | M-F 730-8p          | CM    | 730-8p         | M-----  | :30 | 2                 | \$1,600.00  | P-5 | 0.00          | NM     | 2     | \$3,200.00   |
| Entertainment Tonight |      |                   |                 |                     |       |                |         |     |                   |             |     |               |        |       |              |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
| Week: 10/29/12        |      | 10/29/12          | 11/04/12        | M-----              |       |                |         |     | 2                 | \$1,600.00  |     | 0.00          |        |       |              |
| N27                   | WKYC | 10/29/12          | 10/29/12        | Tonight Show        | CM    | 1135p-1237a    | M-----  | :30 | 2                 | \$1,200.00  | P-5 | 0.00          | NM     | 2     | \$2,400.00   |
| Tonight Show          |      |                   |                 |                     |       |                |         |     |                   |             |     |               |        |       |              |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
| Week: 10/29/12        |      | 10/29/12          | 11/04/12        | M-----              |       |                |         |     | 2                 | \$1,200.00  |     | 0.00          |        |       |              |
| N28                   | WKYC | 10/29/12          | 10/29/12        | LN (M-Su)           | CM    | 11P-1135P      | M-----  | :30 | 1                 | \$2,400.00  | P-5 | 0.00          | NM     | 1     | \$2,400.00   |
| Late News (M-Su)      |      |                   |                 |                     |       |                |         |     |                   |             |     |               |        |       |              |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
| Week: 10/29/12        |      | 10/29/12          | 11/04/12        | M-----              |       |                |         |     | 1                 | \$2,400.00  |     | 0.00          |        |       |              |
| N29                   | WKYC | 10/27/12          | 10/27/12        | Major League Soccer | CM    | Various        | -----S- | :30 | 1                 | \$1,000.00  | P-5 | 0.00          | NM     | 1     | \$1,000.00   |
| Soccer                |      |                   |                 |                     |       |                |         |     |                   |             |     |               |        |       |              |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
| Week: 10/22/12        |      | 10/22/12          | 10/28/12        | -----S-             |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |       |              |
| N30                   | WKYC | 10/23/12          | 10/25/12        | Early Today         | CM    | 4a-430a        | -T-T--- | :30 | 2                 | \$200.00    | P-5 | 0.00          | NM     | 2     | \$400.00     |
| Early Today           |      |                   |                 |                     |       |                |         |     |                   |             |     |               |        |       |              |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
| Week: 10/22/12        |      | 10/22/12          | 10/28/12        | -T-T---             |       |                |         |     | 2                 | \$200.00    |     | 0.00          |        |       |              |
|                       |      |                   |                 |                     |       |                |         |     |                   |             |     |               | Totals | 79    | \$127,075.00 |